

The Case for Home Energy Rebates Retail Program Path

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Top 5 Reasons Why States should offer a retail pathway.

States are required to establish participating retailer and distributor partnership lists



Products like Cooking and Drying are **VISIBLE** and build excitement for states' broader HEAR/HOMES programs



Generate state program lists of households already eligible for additional measures. LEAD Generation – HOMES and HEAR



Key products are already streamlined for retail through established DIY pathways and are lower cost options.



Encourage more states to apply for HEAR faster – and obligate DOE funding faster as a result.



DOE Guidelines have fewer program requirements for certain retail-focused products



- HPWH, HPCD, Electric Cooking, Insulation - do **not require contractor installation**
 - Contractors installing these products are **not required to be included on the state's qualified contractor list**, allowing retailers current installers, DIY (“Do-It-Yourself”) pathways laid out in the guidance in DOE PNNL workflows 11, 16, 18, and 20.
 - HPCD and Electric Cooking: States cannot offer an installation incentive and retail return policy can meet 7- day financing grace period.
- They may **not require in-person home assessments**, in contrast to DOE requirements for other products.
- HPCD and Electric Cooking are the only two HEAR products that **renters can purchase without the need to obtain written permission** from the building owner.

NEW DOE Resource Simplifies Next Steps!

Getting Started: Launching a Retail-Focused Home Electrification and Appliance Rebates Program (IRA Section 50122)

- Pulls-out the breadcrumbs from V2
- Encourages states to pursue retail-focused HEAR
- Clarifies retailer responsibilities (and non-responsibilities)
- Supports phased launch on product type.

Thank you!

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